



## The 21-Day Fix for Big Data

### Take one step at a time

To build initial muscle mass, marketers should take a phased approach to data consolidation.

### 1.

Warm up by **clearly defining your objective** and the most urgent business needs that data can address.

### 2.

Now that you're stretched out, **identify the first- and third-party structured and unstructured data** you need to capture.

### 3.

Start with low weight and high repetition: **Determine the volume of data** and frequency of capture required.

### 4.

Assess the **best sources of existing data in your company**, and map out collection points. This one might hurt a little.

### 5.

Increase the weight: **Determine the new data** you will need to capture into your data ecosystem.

### 6.

#### BREAK!

You've earned a day off. Take a step back and evaluate the completeness of the data to meet your goals.

#### Consolidate data

If you want to offer seamless customer experiences across channels, get all your data muscles working in sync.

### 7.

#### Identify disparate data

that must be synchronized, including stand-alone databases and Excel spreadsheets. Feel the burn!

### 8.

Work on core strength by **building mechanisms to import data into the central hub** as a one-time or ongoing activity.

### 9.

It's the dreaded leg day. **Budget for consolidation and cleaning up data integrity** issues that require standardization.

### 10.

Sore from yesterday? Push through the pain by **eliminating duplicate, redundant or erroneous data** across the organization.

11.

You're in the zone now. **Isolate the data and attributes** that can best drive measurable results.



12.

**BREAK!** You're more than halfway there! Rest up; tomorrow you'll start doing some heavy lifting.



**Find the right technology**

You're going to work out some muscles you may not have used before as you build a data ecosystem.

13.

Move up to the next weight level and **determine how well your current infrastructure can handle real-time data inflow.**



14.

Let's max out! Consider your options, including a **big data platform, SQL vs. NoSQL databases,** and integration solutions.



15.

Once the data repository is done, **implement analytics tools to get full value.** This will strengthen your stabilizer muscles.



16.

**BREAK!** It's been a rough few days, but the fun part comes next as you begin to put your training to practice.



**Launch a campaign**

Push the limits. Using your newfound data muscles, launch a real-time marketing campaign across channels.

17.

Identify the **specific business scenario you want to address,** and map data sets to that challenge. You can do this!



18.

Press hard after the customer. **Identify new collection points** that will fill in data gaps and complete your profiles.



19.

Today your training pays off. **Launch your campaign, then monitor the results** and optimize along the way.



20.

**Leverage data to share business insights,** as well as sales and data monetization opportunities, across your organization.



21.

**CELEBRATE!**

You made it through the 21-Day Fix for Big Data. Relax, and prepare for your personalization workout.



# Big Data ‘Diet Tips’

To get the most out of the 21-Day Fix for Big Data, it’s important to eliminate the junk food from your diet. Here are four big “don’t’s”:

1

## Don’t overlook any data source

Every unit of data is an asset with potential “nutritional” value that provides insight on customer interactions, channel optimization, user experiences and revenue opportunities.

2

## Don’t implement technology alone

Just like group workouts provide accountability, the success of your big data store depends on how you institutionalize it across teams. Develop a framework to ensure the repository remains current and true, and empower teams to manage it through established processes.

3

## Don’t forget corporate policies and regulatory requirements

Be careful not to overindulge on big data before you’ve figured out how it works in tandem with personal information legislation, geo-fencing in relation to countries and markets, and industry-related laws and compliance.

4

## Don’t expect the biggest results on Day 1

Big data requires a steady approach with phased implementation and gradual adoption. Timelines vary, but SMBs can usually expect a three-month window to see results, and enterprises should expect six months.

